



Divide your Dollar with your neighbors!
BUY AT HOME
Right Here in South Bend!

EVERYBODY has a certain amount of civic pride—that sort of pride which helps make a village a town, and a town a metropolitan city.

The growth of any community is dependent upon the support given its citizens. If you fail in your cooperation the town either stands still or retrogrades.

If you uphold the town by sustaining it wholeheartedly you help yourself and the community. The theme of this advertisement is: "Help your city—South Bend; buy at home!"

Divide your dollars among your merchants and others who have the interest of South Bend at heart. Help them and they will help you to greater values—for increased volume means decreased costs.

South Bend needs your support and you need the support of South Bend. Let's get together and share South Bend's prosperity.

*This Space Contributed to the Success and Prosperity
of South Bend's Retail Merchants by*

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